



NNSWF Retention & Recruitment Information Guide 2021

NNSWF has created this document to assist clubs with some strategies to primarily retain their current players, and secondarily present some recruitment strategies. This is just a start and we encourage every club to do their own initiatives and wherever possible tag @nnswf so we can see the great work you're doing.

The place to start is definitely your club's existing, players, volunteers and coaches. FFA research shows there are a significant number of MiniRoos and Junior players which do not re-register with their club, and that players who are contacted directly from their club are more likely to re-register the following season.

The main reasons for leaving the sport are outlined below:

- Poor quality coaching
- Poor club culture/environment
- Value for money (perceived lack of)
- Quality of competition (grading)
- Too competitive
- Injuries (specifically when looking at those aged 18+)
- Unclear communication pathway

Retention

Below is a list of strategies that your club can implement to improve member retention, especially when looking at the issues highlighted as to why people are leaving the sport.

Poor quality coaching

- Ensure there is a person at the club who is responsible for the management / development of all coaches. This should be a Club Coach Coordinator.
- The Club Coach Coordinator will be responsible for developing the skill level of coaches. This will include reviewing sessions and leading on field coaching sessions.
- Ensure all coaches are suitably qualified for the team and age group with which they are coaching and are familiar with child safe expectations.
- Consult NNSWF on how to be involved in the Club Coach Coordinator program. <https://www.playfootball.com.au/coach/ccc-program>
- Coaching resources such as the Newcastle Permanent Skill of the Week videos and more, are available on the Coach Headquarters of the NNSWF website to assist in enhancing the quality of coaching provided to your players. <http://northernnswfootball.com.au/coach-headquarters/>.
- Club to encourage their coaches to attend a FFA community or advanced coaching course.



Poor club culture/environment

Create a sense of community

- Plan social activities throughout the season & off-season.
- Organise intra social competitions, providing an opportunity for the whole club to come together.
- Put up a bulletin board or Facebook post highlighting the birthdays of members or publicly recognising the achievements of members. NNSWF is happy to share any major achievements across its social network.
- Conduct an induction session for all volunteers, especially coaches with introductions to key club members.

Communication

- The communication tab in playfootball.com.au is a very efficient tool to communicate with players & volunteers.
- Provide each new member with an introductory letter, welcoming them to the club and providing information on the club.
- Use social media to connect with your members. Eg: Facebook, Instagram, Team App, etc.
- Supply a thankyou letter to all players from the current season. The below letter is an example of the content that could be included & pasted to an email sent from the communication tab in playfootball:

[Club] would like to thank you for your participation last season and hope you enjoyed your football. Importantly we trust you enjoyed the experience of being in a team environment in Australia's leading team sport. We encourage you to register again next year at our club. You will receive information within the next couple of months on how to do this via this email address & on our socials. Should you have any questions please do not hesitate to contact us on the details below. In the meantime, enjoy your off-season and we look forward to seeing you again next year.

Club

Contact Person

Contact Ph.

Email

Recognition

- If members feel valued, they are more likely to speak positively about the club, are more likely to stay and encourage others to join the club.
- Participate in the Newcastle Permanent Volunteer & Coach of the month program to reward them for their time & effort. Nominations can be submitted via our website within the Volunteer or Coach Headquarters between April & August each year.
www.northernnswfootball.com.au.

Value for money (perceived lack of)

- Be clear, transparent and concise about the costs involved. The Playfootball registration system will have a full breakdown of registration fees. Why has this specific price been set and what is the breakdown of costs (FFA, NNSWF, Zone, coach, uniform, Insurance, referees, etc.)



- Offer payment plans. By eliminating a large bulk fee it makes the cost more manageable for families.
- Offer family discounts for 2nd, 3rd or 4th siblings.

Too competitive

- In regard to MiniRoos, the emphasis is on **fun & participation**. MiniRoos is the entry level experience for most football players. Training and game day should be a fun for the young players and a positive experience for their families. Ensure this message is delivered to all participants and emphasis on the result is removed from the culture of the club.
- Some participants (especially women & girls as the research shows) want a different experience to traditional 11 a- side football. Offer alternative experiences such as social leagues or training only once a week and make it fun based. Offer alternative experiences such as social matches or female only training sessions. Develop older players as mentors to the younger teams.

Evaluation

There are several ways in which an evaluation can be conducted:

- Questionnaires – It is the easiest way to gain information from a large source (especially those who have a lot of members). There are a number of online options to create surveys and questionnaires such as www.surveymonkey.com or www.jotform.com.
- Ask them personally.
- Website – Set up a section on your website for comments from members. This will allow members to raise concerns throughout the season as opposed to waiting until the end of the season.

Recruitment

NNSWF's recruitment campaign commences on 1st February 2021 with direct communication, TV & Radio advertising. It is important your club is prepared for any enquiries resulting from this campaign. Have a point of contact (or email address) for all enquiries with answers to possible registration questions such as:

- Club registration dates
- Registration fees
- Grading information if required
- Muster dates & times (especially for MiniRoos players)
- How to register details via playfootball.
- Payment options

Below is a list of tasks that can be completed to help assist with recruitment.

Existing Players

- Incentivise for existing members to introduce their friends/family/acquaintances to the club.
- Offer incentives for families (family discounts on fees).
- Offer early bird discounts for returning players. Eg: if register & pay by 31st Jan.



Schools

- Identify all local schools within your local area.
- Create ongoing positive relationships with the schools, promoting the club as an opportunity for the school children to experience football.
- Make a request to the school that registration information is entered into the school newsletter.
- Recruit for MiniRoos through your local school(s). Host an afternoon during school time for children from your local school to try small sided football. Target specific age group(s) for recruitment.

Summer Recruitment Program

- Offer opportunities for new people to experience football in summer. Eg. Host Summer Football. Host a MiniRoos Kick-Off program for boys &/or girls (Ages 4-9)
- These are great recruitment tools for the following winter season while also maintaining a football presence in your local community while traditional football is dormant.

Resources

- Advertise on the club website and communicate key activities with the Zone.
- Update and maintain your website, providing new members with the opportunity to learn about the culture of the club.
- Remember to add to any communications or newsletters that entry level players (5-7 year olds) receive a free ball courtesy of the Newcastle Permanent once registration is complete.
- Promote your club's achievement from the National Club Development Program.
- Promote Goodsports accreditation to promote positive club culture.

Active Kids Program

- Provide information about the NSW Government Active Kids voucher.
- Up to \$100 vouchers are available per child per year to reduce the cost of registering to play football.
- The first voucher will be available to parents from 1st January in 2021. The second from 1st July
- For more details [click here](#).

Please refer to NNSWF's Club Resource & Information Manual for more detailed information on how to improve your club's efficiency & effectiveness. The Manual will be distributed to all clubs in January 2021 & is also located on NNSWF's website under Club Headquarters.

For any assistance with any of the activities mentioned in this document please contact:



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